

Here in Knoxville, Tennessee, our local radio stations are great at publicizing and even sponsoring community activities, often featuring local artists. We have several local events that run throughout the year, including Autumn in the Square, local artists at the New City Cafe or Barley's, etc. As a non-profit agency, we have been greatly helped through the publicity we receive from local radio stations.

B97.5, Star 102.1, and 100.3 the River have provided publicity and sponsorships on a regular basis. B97.5 hosts an annual fundraiser--TK's Breakfast--to benefit Children's Hospital. Star 102.1 widely publicizes Boom's Day where we sell drinks to benefit Children's Hospital. The local stations often have members of our community relations staff on air to publicize other fund-raising opportunities and to highlight exciting news at the hospital and for the community. We have been very pleased with our local radio stations and their support of community organizations and their publicizing of community events.

Thanks!

Kristy Dolan
Annual Giving Coordinator/CMN Account Manager
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